

## Message Text

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ACTION FSI-01

INFO OCT-01 ARA-16 ISO-00 EB-11 COME-00 PER-05 /034 W

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R 291830Z AUG 74

FM AMEMBASSY LA PAZ

TO SECSTATE WASHDC 4069

UNCLAS LA PAZ 5622

REF: STATE 187748

TAGS ACOM, BEXP

SUBJ: "FSI: COMMERCIAL LOCALS US TRAINING PROGRAM"

HIGHLY RECOMMEND:

NAME: JAIME M. BILBAO

BORN: LA PAZ, BOLIVIA, JANUARY 23, 1945

FLUENCY IN ENGLISH: MR BILBAO IS COMPLETELY BILINGUAL

SERVICE: JOINED EMBASSY OCTOBER 1970

EDUCATION: 1. BUSINESS ADMINISTRATION CERTIFICATE, CENTRO

SUPERIOR DE ENSEMANZA

LENGTH OF COURSE: TWO YEARS

2. ARCHITECTURE, UNIVERSITY OF SAN ANDRES LENGTH OF COURSE:

THREE YEARS

3. CORRESPONDENCE COURSE FOR COMMERCIAL SPECIALISTS, USDOC.

LENGTH OF COURSE: ONE YEAR

4. CORRESPONDENCE COURSE, PART I & PART II, WRITING FOR

GOVERNMENT & BUSINESS, US DEPARTMENT OF AGRICULTURE

LENGTH OF COURSE: TWO YEARS

5. INTERNATIONAL TRADE SEMINAR, ORGANIZATION OF AMERICAN STATES.

LENGTH OF COURSE: TWO WEEKS

EXPERIENCE:

1. RESPONSIBLE FOR ALL WDTR'S AND ADS

2. SEEKS TRADE OPPORTUNITIES

3. CONDUCTS MARKET RESEARCH STUDIES. TO REVIEW PART OF  
MR. BILBAO'S TRADE OPPORTUNITIES AND MARKET RESEARCH EFFORTS,  
REFER TO AIRGRAM A124 OF JUNE 21, 1974 "TEXTILE MACHINERY  
OPPORTUNITIES/US TRADE MISSION" AND AIRGRAM A-163 OF AUGUST  
21, 1974, "HOSPITAL CONSTRUCTION AND EQUIPMENT REQUIREMENTS".

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THOUGH AIRGRAM A124 WAS WRITTEN BY THE COMMERCIAL ATTACHE,

ALL INFORMATION AND OPPORTUNITIES WERE OBTAINED BY MR. BILBAO.

4. RESPONSIBLE FOR INVESTMENT OPPORTUNITIES REPORTING.

SEE AIRGRAMS A-94 OF MAY 17, 1974.

5. MR. BILBAO WILL BE PROMOTING US AGRICULTURAL PRODUCTS AT THE SANTA CRUZ FAIR. EMBASSY HAS CONTRACTED FOR TWO STANDS.

PRODUCT INTEREST:

1. BIO-MEDICAL EQUIPMENT
2. AGRICULTURAL EQUIPMENT
3. CONSTRUCTION EQUIPMENT
4. CHEMICAL INDUSTRY
5. AIRCRAFT INDUSTRY

MR. BILBAO HAS DEMONSTRATED OUTSTANDING INTEREST IN ALL OF THE COMMERCIAL ACTIVITIES. HE HAS THE AMBITION, BACKGROUND AND CAPACITY TO FURTHER DEVELOP HIS ABILITIES IN THE EXPORT PROMOTION FIELD.

MR. BILBAO IS HIGHLY MOTIVATED. AS A VERY ACTIVE INDIVIDUAL, HIS VISITS TO INDUSTRY AND GOVERNMENT ARE VERY PRODUCTIVE AS DEMONSTRATED IN THE REFERENCED AIRGRAMS. IT IS IMPORTANT TO INCREASE THE EXPORT PROMOTION CAPABILITY OF THIS EMBASSY AS THE ECONOMY IS IN AN ECONOMIC BOOM AND THE EMBASSY'S STAFF IS SMALL. BY BROADENING MR. BILBAO'S KNOWLEDGE, WE WILL BE IN A BETTER POSITION TO ASSIST US COMPANIES IN PENETRATING THIS MARKET.

OUR COMMERCIAL ATTACHE HAS SERVED NOT ONLY IN THE LOS ANGELES DISTRICT OFFICE, USDOC, BUT ALSO IN THE MEXICO CITY TRADE CENTER. BASED ON HIS EXPERIENCE IT IS RECOMMENDED THAT MR. BILBAO ADD TO HIS SCHEDULE AND ON HIS RETURN TO BOLIVIA, A VISIT TO THE ABOVE TRADE CENTER. THIS WILL PERMIT HIM TO DISCUSS MARKET RESEARCH TECHNIQUES WITH MEXICAN LOCALS, WITNESS OLD-TO-MARKET AND NEW-TO-MARKET US BUSINESSMEN CONDUCTING ON-THE SPOT BUSINESS TRANSACTIONS AND REVIEW ACTIVE TRADE CENTER PROMOTIONAL ACTIVITIES.

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## Message Attributes

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**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
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**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Previous Handling Restrictions:** n/a  
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**Review Action:** RELEASED, APPROVED  
**Review Authority:** martinjw  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 04 MAR 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <04 MAR 2002 by reddocgw>; APPROVED <27 JAN 2003 by martinjw>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**TAGS:** APER, BL, (BILBAO, JAIME M)  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005